

CLAIM AMENDMENTS

Claims 1 - 43 (cancelled)

Claim 44 (new): A display case apparatus for cosmetics and other personal care products comprising:

a housing having an overall shape defining a peripheral edge;

a retainer defining a plurality of interstices, said retainer coupled to said housing such that it is co-extensive with at least a portion of the housing peripheral edge, said retainer having a front whereupon a predetermined design is displayed, whereas the plurality of interstices are disposed at positions corresponding to predetermined portions of the design; and

at least one holding compartment disposed within said one of the interstices for receiving containers disposed within the at least one holding compartment, wherein the design displayed on the retainer front is a human face design, the interstices are disposed on the surface of the face, and the containers to be received in the compartments are containers of cosmetics and/or personal care articles.

Claim 45 (new): The display case apparatus of claim 44, wherein the human face design has a predetermined color or shade scheme.

Claim 46 (new): The display case apparatus of claim 44, wherein the containers further comprise a transparent cover allowing the color or shade of the cosmetic and/or personal care articles to be visible to a viewer.

Claim 47 (new): The display case apparatus of claim 44, wherein the cosmetics or personal care articles disposed within the containers have a color complementary to the face design shade or color scheme.

Claim 48 (new): The display case apparatus of claim 44 wherein the containers are of a shape conforming to specific contours of the holding compartments.

Claim 49 (new): The display case apparatus of claim 44 further comprising an attachment device disposed with the holding compartments for releasably coupling containers with the holding compartments.

Claim 50 (new): The display case apparatus of claim 44 wherein containers of a predetermined shape are interchangeably disposable within the corresponding holding compartment.

Claim 51 (new): The display case apparatus of claim 44 wherein the attachment device comprises magnets.

Claim 52 (new): A display case apparatus for cosmetics and other personal care products comprising:

 a housing having an inner surface on which a predetermined design is displayed;

 a optically transparent retainer defining a plurality of interstices, said retainer coupled to said housing overlaying said housing inner surface such that the surface predetermined design is visible through said retainer and whereas the plurality of interstices are disposed at positions corresponding to predetermined portions of the design; and

 at least one holding compartment disposed within said one of the interstices for receiving articles disposed within at least one holding compartment wherein the predetermined design displayed housing inner surface is a human face design and the predetermined positions correspond to portions of the face, and the articles to be received in the compartments are containers of cosmetics and/or personal care articles.

Claim 53 (new): The display case apparatus of claim 52, wherein the human face design has a predetermined color or shade scheme.

Claim 54 (new): The display case apparatus of claim 52, wherein the containers further comprise a transparent cover allowing the color or shade of the cosmetic and/or personal care articles to be visible to a viewer.

Claim 55 (new): The display case apparatus of claim 53, wherein the cosmetics or personal care articles disposed within the containers have a color complementary to the face design shade or color scheme.

Claim 56 (new): The display case apparatus of claim 53, wherein the containers are of a shape conforming to specific contours of the holding compartments.

Claim 57 (new): The display case apparatus of claim 53 further comprising an attachment device disposed with the holding compartments for releasably coupling containers with the holding compartments.

Claim 58 (new): The display case apparatus of claim 56 wherein containers of a predetermined shape are interchangeably disposable within the corresponding holding compartment.

Claim 59 (new): The display case apparatus of claim 57 wherein the attachment device comprises magnets.

Claim 60 (new): The display case apparatus of claim 57 wherein the attachment device comprises ring and hook type fabrics.

Claim 61 (new): The display case apparatus of claim 57 wherein the attachment device comprises a flexible snap lip configuration.

Claim 62 (new): The display case apparatus of claim 57 wherein the attachment device comprises a pin and hole configuration.

Claim 63 (new): The display case apparatus of claim 44, wherein said human facial design has at least one facial element with a shape, the facial element depicted at a predetermined location of the facial design, the facial design defining at least one interstice at the facial element for receiving a container of a predetermined type of cosmetic, the interstice having a shape conforming to at least a part of the facial element shape.

Claim 64 (new): The display case apparatus of claim 63 wherein the facial element is lips, the container is lip shaped and the container is for receiving lip coloring cosmetics.

Claim 65 (new): The display case apparatus of claim 63 wherein the facial element is an eye, the container is eye shaped, and the container receives eye cosmetics.

Claim 66 (new): The display case apparatus of claim 63 wherein the facial element is a cheek, the container conforms to at least a part of the cheek shape and the container receives skin cosmetics.

Claim 67 (new): The display case apparatus of claim 63 wherein the facial element is an eyebrow, the container is eyebrow shaped and the container receives one of eye shadow, eyeliner, and mascara.

Claim 68 (new): A display case apparatus comprising:

- a housing having an overall shape defining a peripheral edge;

- a retainer defining a plurality of interstices, said retainer coupled to said housing such that it is co-extensive with at least a portion of the housing peripheral edge, said retainer having a front whereupon a predetermined design is displayed, whereas the plurality of interstices are disposed at positions corresponding to predetermined portions of the design; and

- at least one holding compartment disposed within at least one retainer interstice for receiving at least one container disposed within the at least one holding compartment, wherein the design displayed on the retainer front is a human face design, the interstices are disposed on the surface of the face, and the at least one container to be received in the at least one holding compartment is a container containing cosmetics and/or personal care articles.